

SUPPLEMENT

Context of Lawrence Veit's letter of April 5, 1959

Amendments

1. Payments to stations will be made as promptly as possible to member stations on receipt of cash from the advertising agency. In no case will commissions be paid prior to station liability.
2. The General Manager of the Corporation shall make no contract in the name of Ivy without disclosing to the Board the party with whom the contract is to be signed, the duration of the contract and the terms on which it was sold.
3. That the Business Manager of Ivy be elected by the Board of Directors under the same procedure that the General and Executive Managers are chosen.
4. Rate structure
 - A. That station liability which is now 55% of total billing be increased to:

60% of the first \$40,000 total billing and
65% of total billing in excess of \$40,000.

Resolutions

1. That a directive be sent to the Tradesmens National Bank requiring two signatures on every Ivy check.
2. That the General Manager and President of the Corporation be authorized to negotiate with the College Radio Corporation and make agreements in the name of Ivy subject to the approval of the member stations involved.

REPORT

ON THE PROGRESS OF THE WORK DURING THE YEAR 1900

BY
J. H. B. [Name]

The following report contains a summary of the work done during the year 1900, and is intended to be read in connection with the report of the Committee on the Progress of the Work during the year 1900.

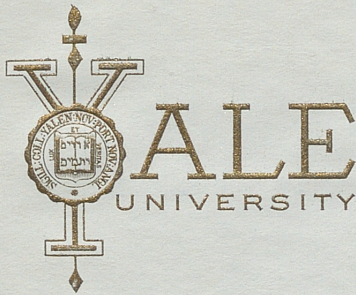
The work done during the year 1900 has been of a general nature, and has been directed towards the improvement of the methods of teaching the subject of [Subject].

The following are the principal results of the work done during the year 1900:

- 1. The [Subject] has been revised and brought up to date.
- 2. The [Subject] has been revised and brought up to date.
- 3. The [Subject] has been revised and brought up to date.

The work done during the year 1900 has been of a general nature, and has been directed towards the improvement of the methods of teaching the subject of [Subject].

The following are the principal results of the work done during the year 1900:



April 5, 1959

Mr. Eugene M. Kay, Jr.
Box 1007
Brown University
Providence 12, R. I.

Dear Gene,

You have asked that I put in writing my opinions on the revisions necessary to prevent the abuses that have taken place in Ivy and my suggestions for the new rate structure. I will do so in this letter, and as you requested, copies will be mailed to the Board of Directors.

Amondments

1. Payments to stations will be made as promptly as possible to member stations on receipt of cash from the advertising agency. In no case will commissions be paid prior to station liability.
2. The General Manager of the Corporation shall make no contract in the name of Ivy without disclosing to the Board the party with whom the contract is to be signed, its duration, and the terms on which it was sold.
3. That the Business Manager of Ivy be elected by the Board of Directors under the same procedure that the General and Executive Managers are now chosen.
4. Rate structure
 - A. That station liability which presently is 55% of total billing be increased to 60% of the first \$40,000.00 total billing and 65% of total billing in excess of \$40,000.00.





- B. That commissions be specifically set at
5% of total billing on renewed contracts and
8.5% of total billing on new sales.

102 of net

Resolutions

1. That a directive be sent to the Tradesmen's National Bank requiring that two signatures appear on every Ivy check.
2. That the General Manager and President of the Corporation be authorized to negotiate with the College Radio Corporation and make agreements in the name of Ivy subject to the approval of the member stations involved.

3. Bi-weekly Financial Report.

Amendment 1 is designed to insure a steady flow of cash to the stations throughout the year and not just in the weeks preceeding meetings of the Board. It will allow the stations to better estimate their revenues and make plans for their own expenditures accordingly.

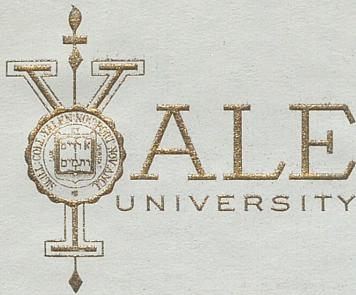
Amendment 2 should give the Directors of Ivy a more comprehensive understanding of the operation of the Corporation.

I believe that amendment 3 is important in that it makes the Business Manager directly responsible to the Board of Directors.

By decreasing expenses and commissions Ivy can easily afford the increased station liability as outlined in 4A:

Presently 55% of \$40,000.00	=	\$22,000.00
Proposed 60% of \$40,000.00	=	\$24,000.00
Balance added		\$ 2,000.00





-3-

Commissions are presently paid at between 8.5 and 12% of total billing. The saving from the proposed structure should be between \$500.00 and \$1,000.00.

Resolution 1 is concerned with what is considered standard procedure for all public corporations and was recommended by Ivy's accountant, Paul Berney. Although it was decided at the 1958 Spring convention that it should be adopted, it was never put into practice.

Obviously there is much controversy in regard to the C. R. C. question. From my experience I feel that Ivy may definitely benefit by cooperating with this organization and still retain its integrity. Resolution 2 embodies the most expedient way of following such a policy.

The implementation of the above plan with any modifications the stations may feel necessary should serve to make the operation of Ivy efficient and honest. I am looking forward to seeing you this weekend when I hope it will be put into effect.

Yours sincerely,

cc WBBU Joseph Steinfield
WVBR Michael Henry
WHRB Peter Townley
WXPW John R. Roberts
WPRB Harold R. Medina III
WYBC Clinton C. Brooks

Lawrence A. Veit
1620 Yale Station
New Haven, Conn.

